



CHALK TALKS for MEN



30/152
5+mo

A Soap That Multiplies Itself 250 Times

By V. K. CASSADY, B. S., M. S., Chief Chemist

Lasting Lather

This lather is creamy and tenacious. It maintains its foamy fullness for ten minutes on the face. Thus it doesn't need replacement. Such durability in lather used to be undreamed of. It means lasting lubrication for the shave.

This lather is also a lotion. It contains palm and olive oils. So the tenderest face requires no other application.

'Twill Amaze You

Such statements, we know, sound like fiction to laymen. But every fact here stated has been proved by scientific tests. Your own tests will confirm them. And they mean to you the acme in luxurious shaving.

We are offering men a test tube of Palmolive Shaving Cream to let them see its action and result. This little tube supplies 30 shaves, the soap is so prolific.

Send us this coupon with 10 cents and we will mail you this 30-Shave Tube. Do this for your own sake. See what science has accomplished for you in this line. Cut out the coupon now.

AFTER years of research and experiment, we have, step by step, accomplished these things in Palmolive Shaving Cream:

We have made a soap which multiplies itself in lather 250 fold. One-half gram—a mere bit—suffices for a shave. A single tube supplies 152 shaves. That's a unique attainment. It means abundant lather from a touch of soap. Once men were quite content with soap hardly one-third so prolific.

Quick Action

Every hair of the beard has an oil coat. This lather instantly emulsifies that oil. Then the beard—a horny substance—quickly absorbs water. It absorbs 15 per cent of water within one minute after lathering, as proved by laboratory tests. And that makes a wiry beard wax-like.

This achievement alone cost us 18 months of effort. And we tried out 130 formulas.

The lather maintains its creamy fullness for 10 minutes, and thus lubricates the shave.

Within one minute the beard absorbs 15% of water, and the horniest beard becomes wax-like.

The lather itself is a lotion, containing palm and olive oils. It soothes all irritation.

The Palmolive Company, Milwaukee, U. S. A.

FOR A 30-SHAVE TUBE

The Palmolive Company,
Milwaukee, U. S. A.

Enclosed find 10 cents for a 30-day Tube of
Palmolive Shaving Cream.

A.W.

Large Size
Tube at
Druggists,
35 Cents.

